



Cal Green At Work and the Governor's
Office of Economic Development Hold
Strategic International Marketing Forum
in Green-Savvy Rio Linda, California



Robert Tse, Deputy Director, International Trade of the California Governor's Office of Economic Development (GO ED), takes a spin in the 150mpg "Governator" hybrid battery-electric, on-board power system vehicle, designed by inventor Gary Phillippe, Director of Technology at Innertech, Inc. and member of the Cal Green At Work (CGAW) green technology consortium.

The June 30, 2010 all-day meeting between GO ED and CGAW was the brainchild of Robert Tse of the newly formed GO ED office designed by Governor Arnold Schwarzenegger to stimulate business in California by providing “break-through” assistance such as international marketing strategies to newly formed businesses like CGAW’s consortium of green industries.

“Cutting through the red tape – linking aspiring green economy entrepreneurs with State, Federal and municipal governmental entities, while stimulating the private sector in these emerging technologies, is what GO ED is all about” said Tse.



Robert Tse (right) who is also the Deputy Secretary of the California Department of Food and Agriculture, listens intently to electric vehicle inventor, Gary Phillippe (left) – the vehicle has a range of 750 miles on its 5 gallon tank, is affordable at around \$15,000 and uses lead-acid batteries - nor does it need to be recharged off the power grid (i.e., it's non-plug-in).

Doug Krieger, President of CGAW, led the marketing strategy discussion with GO ED staff and consortium members Ron Retterer and Jeff Miller of Lightforce Capital; Mary Lyn Kagan of Kagan and Associates, as well as a lender with the Overseas Private Investment Corporation; Dorothy Devereux of Vocational Resource Services assisting California Veterans; Jeff Ray and Todd Smith of Innertech, Inc., manufacturers of some 30 commercial-ready energy efficient technologies; Cas Khoo and Dr. Mani Arunachalam, MD, of Articmaster – the HVAC energy efficient system now being exported to over 20 nations – and Ed Cornejo of PTLEamPrep and Green Professional, one of the nation's leading LEED-training programs for green technology certifications – a number of consortium members, including Susan Main of America At Work and Dr. Dudley Burton, Chair of the CSUS Environmental Studies Department were unable to attend.



Cas Khoo of Articmaster (far left) listens to Gary Phillippe (with baseball hat) as Robert Tse gives his full attention, along with GO ED staff members in the background.

“GO ED’s downfield blocking, opening up markets and general linkage of our green technologies to all branches of government, let alone stimulating interest from the private sector...is really going to be a help to the newly formed GCAW consortium members” said Jeff Ray of Innertech, Inc. “What the Governor is trying to do here is

causing us to rethink where our manufacturing should take place—right here in California.” Ray and other CGAW professionals were challenged by the practical suggestions on marketing their wide-array of commercial ready product lines throughout the state and how exports of their product lines can be expanded - Tse encouraged everyone by what he called a “private-public partnership” designed to make



California the leader in green innovative technologies and services.

GO ED and CGAW are now putting together an international marketing plan that will create up to 5,200 direct and 15,850 indirect jobs in California. Ron Retterer of Lightforce Capital has put together municipal funding that will not cost the State of



Robert Tse’s youthful staff – “I brought along the new generation for the new green technologies” – we’re a real addition at the Rio Linda “strategic international marketing forum” – GO ED is doing its job and industry is responding!

California any immediate out-of-pocket funding – “instead,” said Retterer, “return on investment to municipals will be accomplished by up to 50% savings on energy efficiencies in as little as two years . . . with residual savings for the next 8 to 15 years.”

Todd Smith of Innertech, along with others in the consortium, described how the Articmaster (HVAC-energy efficient systems), the HEG™ Generator (with its multi-faceted applications – everything from trains to powering marine vessels), Hydrogen Fuel Cell, III Phase Smartplug, T-5 Fluorescent Lighting, Xenon Lighting, LED Lighting,

Hybrid Street Lights, AG/Irrigation Pump Systems, Retrofitting of Energy-Efficient Systems for Law Enforcement Vehicles, Portable Power Generation, Portable Lighting, Battery Electric Vehicles, as well as Residential and Commercial Power Generation..."all will radically change the way Californians will use energy – literally saving the State and the general public billions of dollars through energy efficiency systems," said Smith.

"Additional meetings are planned between GO ED and CGAW," said Ed Cornejo of PTLEexamPrep, "until a final 'International Marketing Strategy' is completed – putting into reality a full line of our products and services."

"I'm excited as to what this will mean to our veterans in both training in the green economy...in manufacturing jobs and jobs leading to installation of energy-saving products," said Dorothy Devereux of Vocational Resource Services. Mary Lyn Kagan, a loan originator for the Overseas Private Investment Corp. added: "California really is the leader in green technologies and services – I am confident that international markets are about to get a jolt from the GO ED/CGAW strategic marketing plan ... this is truly an example how the public and private sector can work together to create jobs...this is exactly what OPIC likes to see."

Interestingly enough, the June 30 strategic marketing session was held in the now famous Rio Linda historic Chicken Feeder Building on Front Street. "Who knows," said Doug Krieger of CGAW, "stranger things have been known to happen in Chicken Coops, and garages – they're such inventive places!"

For more information:

